

# Activity Matters: Direct access to the active buyers in your space

At TechTarget, we match your ICP out-of-the-box or customize the audience access for you. Review the list below to get a feel for the current buyer activity<sup>1</sup> in the categories most relevant to you and your prospects.

For more information, visit [TechTarget.com](https://www.techtarget.com).

Category Name	Total Companies	Yearly Category Activity	Total Prospects
5G	22,510	871,331	40,006
Advanced Analytics	31,491	2,053,355	70,978
Agile Project Management	14,884	2,521,337	27,919
AI & Data Science	40,344	5,196,041	103,146
AI & Machine Learning	25,233	1,838,875	53,166
AI-enabled Infrastructure	34,137	1,579,652	80,753
AI-enabled Security	24,121	383,025	49,229
AIOps	14,604	261,076	28,755
API Management	13,564	687,794	23,683
Application Delivery	4,743	213,072	7,069
Application Integration	32,627	3,114,098	76,158
Application Modernization	18,720	228,428	36,210
Application Performance Management and Monitoring	15,425	313,182	28,376
Application Security & DevSecOps	44,527	2,571,276	115,815
AWS	27,072	1,621,219	57,143

Category Name	Total Companies	Yearly Category Activity	Total Prospects
Backup as a Service	15,282	317,320	23,999
Backup Hardware & Software	5,627	176,820	7,309
Bare Metal Platforms	1,110	50,243	1,416
BI & Analytics	71,337	9,060,327	240,512
Big Data	29,397	2,235,838	66,534
Branch Networks/SD-Branch	2,637	346,765	3,344
Business Analytics	45,729	3,444,557	121,288
Business Process Management (BPA / DPA)	22,466	1,711,718	47,997
Change and Configuration Management	12,325	1,126,223	20,639
Cloud & Object Storage	51,645	2,888,698	139,210
Cloud apps	58,672	4,099,631	171,456
Cloud Data Management & File Sharing Services	42,785	1,308,389	114,720
Cloud databases	17,698	539,899	33,417
Cloud Development/PaaS	36,979	2,120,598	96,632
Cloud Infrastructure	34,925	1,667,396	84,377
Cloud Integration	20,575	777,319	41,810
Cloud Management	36,902	1,575,696	95,077
Cloud Migration	39,027	1,023,899	101,836
Cloud Monitoring	13,119	177,169	23,591
Cloud Networking	34,491	749,716	84,552
Cloud Networking Services & CDN	5,061	74,575	7,186

Category Name	Total Companies	Yearly Category Activity	Total Prospects
Cloud Provider	15,882	690,837	28,566
Cloud Secondary Storage	6,531	167,121	8,999
Cloud Security	58,342	2,001,723	180,061
Cloud Workload Security	40,645	985,091	108,033
Co-location	12,423	261,264	18,950
Compliance, Risk & Governance	73,276	5,336,836	235,557
Composable Infrastructure	1,721	16,019	2,427
Configuration Management (CMDB) for Networking	12,325	1,126,223	20,639
Contact Center as a Service (CCaaS)	4,496	213,258	5,886
Contact/Call Center	14,858	713,494	26,069
Container Management Software	18,314	585,879	37,326
Container Security	16,739	194,924	31,604
Containers	24,242	1,329,625	55,457
Containers and Microservices	27,775	1,765,889	66,791
Content Collaboration and File Sharing	5,606	376,692	7,269
Content Management and Services	32,981	2,535,299	72,374
Content/Text Analytics	6,424	318,139	8,893
Continuous Delivery (Release/Version Management)	15,192	3,346,721	28,182
Converged Infrastructure	12,264	226,265	19,354
CRM	10,780	1,177,827	16,778
Customer analytics	8,640	214,124	12,869

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Customer Data Management and Platforms	15,509	565,632	26,540
Customer Experience	56,396	6,250,235	157,678
Customer Service & Support	24,428	1,431,110	50,617
Cyberattack Strategies: MITRE ATT&CK Framework	50,719	2,718,724	127,634
CyberSecurity	78,730	6,089,030	260,468
DaaS	12,484	166,944	20,979
Data Archiving	3,112	136,419	3,829
Data Backup and Recovery	26,012	2,228,695	47,711
Data Center Design & Facilities	34,414	3,459,741	76,946
Data Center Networking	48,482	3,922,614	129,418
Data Center Power/Cooling	7,594	1,224,906	10,969
Data Center Security	43,292	1,989,746	106,116
Data Center Services in the Cloud	32,203	1,070,333	77,957
Data Discovery/Visualization	6,348	294,388	8,950
Data Governance	24,160	1,638,829	51,674
Data Integration	18,784	773,206	37,605
Data loss prevention (DLP)	7,226	99,917	10,737
Data Preparation & DataOps	15,686	622,585	28,599
Data Privacy	32,895	1,873,895	74,552
Data Protection	61,681	5,293,342	174,423
Data Quality	10,373	922,736	17,175

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Database Management	37,142	4,607,423	87,568
Database security	11,469	194,423	17,516
DdoS Defense	9,372	146,684	14,393
Desktop Management	22,494	1,217,456	39,959
Desktop Security Management and Tools	12,195	217,839	18,852
DevOps	25,017	1,636,162	58,752
Digital Experience Platforms and WCM	13,027	411,521	23,097
Digital Transformation	59,258	1,967,664	182,222
Disaster Recovery/Business Continuity	35,787	1,667,437	76,017
DNS	9,104	409,465	13,207
DRaaS	22,676	515,129	40,523
E-Commerce	19,281	1,473,363	35,953
Edge Computing	16,962	407,181	30,088
Electronic Health Records (EHR/EMR)	4,401	252,068	6,079
Email and Messaging Security	17,025	588,934	26,441
Embedded BI/analytics	1,950	12,444	2,566
Employee Experience	45,796	2,108,388	112,561
Encryption	14,733	1,236,834	24,260
End User Devices and Hardware	13,240	1,801,771	20,423
End User Experience Monitoring	988	35,701	1,162
Endpoint Lifecycle Management (UEM / EMM)	19,902	1,325,742	35,761

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Endpoint Security	22,610	564,903	43,579
Enterprise Data Warehouse	15,535	530,127	28,435
Environmental, Social and Governance (Sustainability & ESG)	15,246	773,250	26,830
ERP	35,503	3,544,051	78,690
E-signature	4,876	346,588	7,685
Field Service Management	1,795	23,971	2,298
Financial Software	33,966	1,923,698	81,076
Flash Storage	8,195	1,290,385	13,057
Fraud Management	16,143	810,853	30,212
GPU	6,278	133,742	11,062
Hadoop (Apache)	2,356	200,042	3,050
Healthcare business intelligence and analytics	8,786	469,844	15,195
Healthcare IT Infrastructure	16,154	612,526	29,860
Healthcare Security & Compliance	13,651	730,039	22,706
High-Performance Computing (HPC)	7,723	122,093	12,451
Hosted Desktops & Workspaces (DaaS, VDI)	23,461	1,312,579	45,238
HR Software	36,561	2,882,298	84,265
Hybrid Cloud	25,293	400,810	54,690
Hybrid Workplace	31,588	908,340	66,136
Hyperconverged Platforms & Software Defined Storage (SDS)	12,192	215,961	19,530
Hyperscale Computing	2,945	24,421	4,017

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IAM & Authentication	46,307	5,975,827	118,720
IAM for Cloud Security	18,869	438,367	36,449
Identity Theft and Data Security Breaches	25,158	841,085	48,303
Infrastructure Monitoring & Security	54,679	2,752,170	164,527
In-memory databases	4,943	203,873	7,005
Internet of Things	23,121	2,242,467	42,719
Internet of Things Analytics	2,666	84,986	3,251
IoT software development	4,379	76,757	5,538
IT Asset Management	10,580	231,415	19,286
IT Automation	20,547	531,552	44,391
IT Operations Analytics	13,186	184,607	23,192
IT Operations Management & Monitoring	27,174	812,134	64,419
IT Training and Certifications	39,437	2,709,864	88,592
ITSM and ITIL	11,956	261,610	22,539
Kubernetes	17,789	526,753	35,623
Life Sciences	4,939	193,996	7,702
Linux Servers	14,740	1,287,271	27,716
Low Code No Code	8,055	230,759	13,149
Mainframe	5,055	189,314	10,286
Managed Hosting	21,074	629,809	38,372
Managed Security Services	24,221	195,991	43,600

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Managed Services	33,257	1,004,897	67,963
Marketing Analytics	3,447	287,164	4,538
Marketing Automation	33,627	2,080,617	72,959
Microservices	13,123	583,311	23,742
Microsoft 365	20,486	971,508	31,880
Microsoft Azure	16,828	995,911	29,025
Microsoft SQL Server databases	2,193	172,267	2,627
Mobile and Wireless Security	20,210	1,047,333	35,731
Mobile Development	3,037	273,083	3,684
Mobile Development and APIs	24,650	2,425,263	51,220
Multicloud	21,911	261,611	47,114
NAC/VPN	14,349	385,824	22,971
NAS	6,462	409,120	9,529
Network Infrastructure	35,675	4,708,277	74,152
Network Management & Monitoring	39,298	3,295,534	92,415
Network Security	65,049	4,985,039	203,154
Network Virt/SDN	25,587	1,033,838	52,963
Network Visibility, Performance and Monitoring	18,838	672,555	34,896
Networking and Architecture for Internet of Things	14,168	493,171	22,209
Networking to Support Cloud Computing	33,391	681,361	80,647
NVMe & NVMe-oF	4,280	299,670	6,276



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Observability	23,346	657,128	53,008
Open source databases	7,352	318,369	11,517
Open source software development tools	15,715	4,387,574	29,517
OpenStack	829	155,629	1,055
Operational Databases	9,116	426,590	15,479
Operational Technology (IT/OT convergence)	15,827	471,307	26,911
Oracle Databases	3,610	311,647	4,763
Patch Management	7,818	326,555	10,526
Patient Engagement	67,316	6,562,055	196,569
Pharma/Bio Med	7,149	375,192	13,572
Predictive analytics	9,440	636,943	14,595
Private Cloud Infrastructure and Mgmt.	6,983	170,122	10,013
Product Analytics	13,947	429,658	22,857
Project and portfolio management	15,990	2,033,853	30,174
Public Cloud IaaS	50,563	4,193,941	133,445
QA/Test Management	13,107	1,957,162	22,602
Real-time Analytics	8,567	121,140	14,018
Recruitment and Talent Acquisition	17,433	955,423	30,316
Relational Database Management System (RDBMS)	10,239	1,360,083	16,452
Revenue Cycle Management	4,991	188,928	8,719
Risk management	58,265	2,865,233	166,629

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Robotic Process Automation (RPA)	10,678	977,802	17,111
Routers and Switches	3,098	275,154	4,102
Sales Software	16,973	1,059,143	29,779
SAN	4,571	437,770	6,620
SAP databases	4,288	250,839	5,693
SAP HANA	3,094	87,542	3,884
SAP S/4HANA	8,742	752,843	13,554
SD WAN	15,450	443,926	26,815
SDN for the Data Center	1,679	29,741	2,019
Secure Access Service Edge (SASE)	20,648	497,707	39,760
Secure File Transfer	3,149	40,415	3,805
Secure Remote Access	19,791	1,044,282	34,826
Securing Internet of Things	11,754	297,851	18,021
Security & Compliance for Communications	25,398	1,009,543	43,119
Security Awareness Training	27,608	702,356	50,674
Security Development and Training	37,330	1,125,630	78,065
Security for AWS	12,110	195,149	19,099
Security Operations, Automation, and Response	41,863	1,241,590	105,008
Security Professional Development	22,035	432,271	40,472
Server Hardware and Refresh	32,022	4,166,744	74,344
Server OS	18,560	2,444,499	35,048

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Server Virtualization	10,134	1,316,587	15,374
Serverless Computing	4,552	150,556	6,928
SIEM and Security Analytics	20,233	286,111	39,174
Software Asset Management	22,095	822,830	42,082
Software Development	66,869	24,783,775	217,087
Software-Defined Data Center (SDDC)	2,894	26,775	3,927
Storage for Containers	5,954	121,891	8,600
Storage Performance Management & Intelligent Operations	7,741	73,536	11,430
Supply Chain Management (SCM)	28,006	2,185,543	58,081
Systems Management	64,882	6,971,978	204,379
Talent Management	10,496	794,527	15,674
Team Collaboration Software	34,377	2,332,707	67,227
Telecom	31,309	3,416,358	60,502
Telehealth	4,802	119,040	7,840
Threat management and intelligence	78,407	6,061,041	258,676
UCaaS	10,434	413,940	14,156
Unified Communications	41,213	4,557,076	85,725
Video Conferencing	18,625	885,225	28,940
Virtualization Security	23,534	452,665	49,285
Vulnerability Management	36,528	1,112,917	82,548
WAN	27,936	1,776,389	57,959

Category Name	Total Companies	Yearly Category Activity	Total Prospects
WAN and Application Services	11,486	66,143	19,080
Web Applications Security/Firewalls (WAF)	24,703	679,723	46,928
Web Security	29,579	1,299,509	59,536
Wired and Wireless LAN	27,037	2,455,216	49,488
Wireless LAN	25,029	2,044,924	44,850
Workplace Learning & Skill Development	52,285	4,241,350	132,140
XDR and Security Detection & Monitoring	39,960	1,353,275	100,060
Zero Trust Strategies	42,298	1,059,726	111,010

## About TechTarget

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